

In the Claims:

1. (Canceled)

2. (Amended Once) A The computerized method of claim 1, for at least one of providing advertising to a consumer and for gathering statistical data from the consumer associated with at least one of a commercial entity's products and services, comprising the steps of:

providing a computerized game to a consumer, the game including the step of testing the consumer's ability to recognize a marketing object associated with the commercial entity, the marketing object taken from a group consisting of: the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line, the commercial entity's product name, a competitor's logo, a competitor's trademark, a competitor's tradename, a competitor's tag line and a competitor's product name, wherein the testing step includes the step of providing a computerized puzzle for the consumer to solve; and

delivering one or more of a plurality of marketing messages to the consumer based, at least in part, upon the puzzle-solving performance of the consumer, wherein the marketing message includes marketing information reinforcing the consumer's knowledge of at least one of: the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line and the commercial entity's product name.

3. (Original) The computerized method of claim 2, wherein the computerized puzzle involves a puzzle taken from a group consisting of:

- a fill-in-the-missing-letters type word game;
- an unscramble-the-letters type word game;
- a multiple-choice type question;
- a true-false type question;
- a fill-in-the-blank type question;

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a game testing the user's ability to assemble a finished image from a plurality of scrambled partial-images;

a game testing the user's ability to recognize a marketing object from a partial image of the marketing object;

a concentration style memory matching game; and

a game testing the consumer's ability to recognize marketing objects associated with the commercial entity versus marketing objects not associated with the commercial entity.

4. (Original) The computerized method of claim 3, wherein the game includes a plurality of computerized puzzles and the consumer is provided with a series of the plurality or the computerized puzzles.

5. (Original) The computerized method of claim 4, wherein the game includes the step of selecting a next of the plurality of puzzles in the series to be provided to the consumer based, at least in part, upon the performance of the consumer in one or more previous puzzles.

6. (Original) The computerized method of claim 5, wherein the game includes the step of selecting a next of the plurality of puzzles in the series to be provided to the consumer based, at least in part, upon demographical information of the consumer.

7. (Original) The computerized method of claim 6, further comprising the step of storing the puzzle-solving performance of the consumer for at least one of statistical analysis and report generation.

8. (Canceled).

9. (Canceled).

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10. (Original) The computerized method of claim 5, further comprising the step of offering at least one of a coupon, a product sample, a loyalty program and a gift based, at least in part, upon the puzzle-solving performance of the consumer.

11. (Original) The computerized method of claim 5, further comprising the step of offering at least one of a coupon, a product sample, a loyalty program and a gift based, at least in part, upon a combination of the puzzle-solving performance of the consumer and demographic information of the consumer.

12. (Original) The computerized method of claim 4, wherein the game includes the step of selecting a next of the plurality of puzzles to be provided to the consumer based, at least in part, upon demographical information of the consumer.

13. (Original) The computerized method of claim 2, further comprising the step of storing the puzzle-solving performance of the consumer for at least one of statistical analysis and report generation.

14. (Canceled).

15. (Original) The computerized method of claim 2, further comprising the step of delivering one or more of a plurality of marketing messages to the consumer based, at least in part, upon a combination of puzzle-solving performance of the consumer and demographic information of the consumer.

16. (Original) The computerized method of claim 2, further comprising the step of offering at least one of a coupon, a product sample, a loyalty program and a gift based, at least in part, upon the puzzle-solving performance of the consumer.

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17. (Original) The computerized method of claim 2, further comprising the step of offering at least one of a coupon, a product sample, a loyalty program and a gift based, at least in part, upon a combination of the puzzle-solving performance of the consumer and demographic information of the consumer.

18. (Amended Once) A ~~The~~ computerized method of ~~claim 2~~, further, for at least one of providing advertising to a consumer and for gathering statistical data from the consumer associated with at least one of a commercial entity's products and services, comprising the ~~step~~ steps of:

providing a computerized game to a consumer, the game including the step of testing the consumer's ability to recognize a marketing object associated with the commercial entity, the marketing object taken from a group consisting of: the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line, the commercial entity's product name, a competitor's logo, a competitor's trademark, a competitor's tradename, a competitor's tag line and a competitor's product name, wherein the testing step includes the step of providing a computerized puzzle for the consumer to solve; and

upon a consumer failing to solve the puzzle, providing a correct answer along with one or more of a visual marketing message, a marketing image, an audio marketing message, and a video of a marketing message, wherein the one or more of a visual marketing message, a marketing image, an audio marketing message, and a video of a marketing message includes information reinforcing the consumer's knowledge of at least one of: the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line and the commercial entity's product name.

19. (Original) The computerized method of claim 18, wherein the step of providing the correct answer along with one or more of a visual marketing message, a marketing image, an audio marketing message, and a video of a marketing message includes the step of integrating the correct answer with the one or more of the visual

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marketing message, the marketing image, the audio marketing message, and the video of a marketing message provided to the consumer.

20. (Original) The computerized method of claim 5, further comprising a step of providing a real-time, cumulative indication to the consumer indicative of the consumer's puzzle-solving performance.

21. (Canceled).

22. (Canceled).

23. (Amended Once) The computerized method of claim 5, further comprising the step of selecting ~~a content~~ of the next of the plurality of puzzles in the series to be provided to the consumer based, at least in part, upon a combination of the performance of the consumer in one or more previous puzzles and demographical information of the consumer.

24. (Original) The computerized method of claim 2, further comprising the step of presenting the puzzle to the consumer with one or more of an associated visual marketing message, an associated marketing image, an associated audio marketing message, and an associated video of a marketing message that is provided to the consumer.

25. (Amended Once) The computerized method of claim 2, including the steps of:

providing the ability for the consumer to notify other consumers about the computerized game; and

assessing at least one of how viral the game is and ~~and/or~~ how viral a marketing object is depending, at least in part, upon how many other consumers have been notified.

26. (Amended Once) The computerized method of claim ~~1~~ 2, wherein the step of providing a computerized game to the consumer includes the step of providing the computerized game to the consumer utilizing, at least in part, interactive electronic media.

27. (Original) The computerized method of claim 26, wherein the interactive electronic media utilizes delivery and access of the game over the World-Wide-Web.

28. (Original) The computerized method of claim 26, wherein the interactive electronic media is interactive television.

29. (Original) The computerized method of claim 26, wherein the interactive electronic media is a standalone computer system.

30. (Original) The computerized method of claim 26, wherein the interactive electronic media is a telephone system.

31. (Amended Once) The computerized method of claim ~~1~~ 2, including the steps of:
obtaining demographic information from the consumer; and
controlling at least certain aspects of the game according to at least a portion of the demographic information provided by the consumer.

32. (Amended Once) The computerized method of claim ~~1~~ 2, including the steps of:
obtaining demographic information from the consumer;
storing game performance data of the consumer in accordance with at least a portion of the demographic information provided by the consumer.

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33. (Amended Once) A computerized method for measuring a consumer's perception of a commercial entity's brand equity, logo, trademark, tradename, tag line, product name and the like, comprising the steps of:

providing a present interactive advertising message to the consumer;
allowing the consumer to interact with the present interactive advertising message;
gathering data associated with the consumer's interactions with the present interactive advertising message;
generating a statistical report from the data; and
providing the statistical report to the commercial entity.

34. (Original) The computerized method of claim 33, wherein the present interactive advertising message is provided to a computer accessible by the consumer, the computer having a display screen and an input device.

35. (Original) The computerized method of claim 33, wherein the present interactive advertising message is provided to a display device accessible by the consumer, the display device having an associated input device.

36. (Original) The computerized method of claim 33, including the step of obtaining demographic information pertaining to the consumer.

37. (Original) The computerized method of claim 36, wherein the step of providing the present interactive advertising message to the consumer includes the step of selecting the present interactive advertising message from a group of interactive advertising messages based, at least in part, upon at least a portion of the demographic information obtained for the consumer.

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38. (Original) The computerized method of claim 37, further comprising the steps of:

selecting a next interactive advertising message based, at least in part, upon at least a portion of the data associated with the consumer's interactions with the present interactive advertising message; and

providing the next interactive advertising message to the consumer.

39. (Original) The computerized method of claim 38, further comprising the step of gathering data associated with the consumer's interactions with the next advertising message.

40. (Original) The computerized method of claim 37, further comprising the steps of:

selecting a next interactive advertising message based, at least in part, upon a combination of at least a portion of the data associated with the consumer's interactions with the present interactive advertising message and at least a portion of the demographic information obtained for the consumer; and

providing the next interactive advertising message to the consumer.

41. (Original) The computerized method of claim 40, further comprising the step of gathering data associated with the consumer's interactions with the next advertising message.

42. (Original) The computerized method of claim 33, wherein the present interactive advertising message is provided within the context of an interactive game.

43. (Original) The computerized method of claim 33, further comprising the steps of:

selecting a next interactive advertising message based, at least in part, upon the consumer's interactions with the present interactive advertising message; and
providing the next interactive advertising message to the consumer.

44. (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's awareness of the commercial entity's brand.

45. (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's awareness of the commercial entity's product.

46. (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's recall of the commercial entity's tagline.

47. (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's recall of the benefit of the commercial entity's product/service.

48. (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's image association with the commercial entity's brand equity.

49. (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's language association with the commercial entity's brand equity.

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50 - 63. (Canceled)

64. (Newly Added) The computerized method of claim 33, wherein the statistical report will illustrate a number of first-time accesses of consumers to the interactive advertising message over a period of time.

65. (Newly Added) The computerized method of claim 33, wherein the statistical report will illustrate a comparison of the number of consumers who were able to identify at least one of the commercial entity's logo, trademark, tradename, tag line, and product name versus at least one of a competitor's logo, trademark, tradename, tag line, and product name.

66. (Newly Added) The computerized method of claim 33, wherein the statistical report will illustrate information related to the consumer's interaction time with the interactive advertising message.

67. (Newly Added) A computerized method for at least one of providing advertising to a consumer and for gathering statistical data from the consumer associated with at least one of a commercial entity's products and services, comprising the steps of:

- providing a computerized game to a consumer, the game including the step of testing the consumer's ability to recognize a marketing object associated with the commercial entity, the marketing object taken from a group consisting of: the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line, the commercial entity's product name, a competitor's logo, a competitor's trademark, a competitor's tradename, a competitor's tag line and a competitor's product name;
- gathering data associated with the consumer's interactions with the computerized game;
- generating a statistical report from the data; and
- providing the statistical report to the commercial entity.

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68. (Newly Added) The computerized method of claim 67, wherein the statistical report will illustrate a number of first-time accesses of consumers to the computerized game over a period of time.

69. (Newly Added) The computerized method of claim 67, wherein the statistical report will illustrate a comparison of the number of consumers who were able to identify the commercial entity's marketing object versus a competitor's marketing object.

70. (Newly Added) The computerized method of claim 67, wherein the statistical report will illustrate information related to the consumer's interaction time with the computerized game.